

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#8/POA 3623
J.E.
17/10-03

In re application of: Neal et al.

Attorney Docket No.: DEM1P006

Application No.: 09/849,783

Examiner: Van Doren, Beth

Filed: May 5, 2001

Group: 3623

Title: SYSTEM FOR CREATING OPTIMIZED
PROMOTION EVENT CALENDER

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as first-class mail on September 29, 2003 in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Signed: _____

Kang S. Lim

**REVOCATION OF PRIOR POWERS OF ATTORNEY
AND GRANT OF NEW POWER OF ATTORNEY**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Pursuant to 37 C.F.R. §§1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and hereby appoints the law Offices of Kang S. Lim and all practitioners who are associated with the Offices of Kang S. Lim as principal attorney to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Please send all correspondence for this application as follows:

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Please direct any calls to **Kang S. Lim** at telephone number 925-570-8198.


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In accordance with 37 CFR 3.73, the assignee hereby certifies that the evidentiary documents with respect to its ownership have been reviewed and that, to the best of assignee's knowledge and belief, title is in the assignee seeking to take this action.

Assignee of Interest:

DemandTec Inc.
Circle Star Way, Suite 200
San Carlos, Ca 94070

Date 9/9/03


Name: Jon Appleton
Title: General Counsel